

## Message Text

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73

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 AGR-10 USIA-15 /043 W

----- 093641

R 021905Z MAR 76

FM AMEMBASSY MEXICO

TO USDOC WASHDC

INFO SECSTATE WASHDC 3347

AMEMBASSY GUATEMALA UNN

AMEMBASSY MANAGUA

AMEMBASSY PANAMA

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

AMCONSUL BELIZE

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MAZATLAN UNN

AMCONSUL MERIDA UNN

AMCONSUL MONTERREY UNN

UNCLAS SECTION 1 OF 2 MEXICO 2748

FOR BIC/OIM - PORTER CLARY

3.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: FORESTRY SEMINAR AND EXHIBITON, US. TRADE CENTER, MEXICO

CITY, FEBRUARY 9-11, 1976

1. NAME OF EVENT: FORESTRY SEMINAR AND EXHIBITION,

2. PLACE AND DATES OF EVENT: UNITED STATES TRADE CENTER,

MEXICO CITY, FEBRUARY 9-11, 1976.

3. EXHIBITORS: 10 (1 NTE, 1 NTM, 8 OTM).

4. FLOOR SALES AT EVENT, INCLUDING DOLLAR VALUE OF  
MERCANDISE TURNED OVER TO AGENTS AND DISTRIBUTORS:

\$2,000.

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5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS  
AS A RESULT OF THIS EVENT: \$2,675,000.

6. COMPANIES SEEKING REPS: 1

7. REPS SIGNED: 0

8. PREPS UNDER NEGOTIATION: 1

9. COMPANIES SEEKING JOINT VENTURES OR LICENSEE: 0.

10. JOINT VENTURES OR LICENSEES SIGNED: 0

11. SALES LEADS: 79

12. REGISTERED ATTENDANCE: 333

13. MARKETING OBJECTIVES SUMMARY:

A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: 9.

B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: 1.

C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: 0.

14. SUCESS STORIES:

KEY: (1) OLD TO MARKET (OTM) NEW TO MARKET (NTM)

NEW TO EXPORT (NTE)

(2) OFF-THE-FLOOR SALES

(3) EXPECTED SALES NEXT 12 MOTH

(4) LEADS OBTAINED

A. CLARK INTERNATIONAL MARKETING S.A.

(1) OTM (2) 0 (3) \$1,000.000 (4) 19

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CLARK EXHIBITED ITS SKID STEER LOADER, CRANE, LOGGER  
AND SKIDER, ALL OF WHICH RECEIVED CONSIDERABLE  
INTEREST FROM THE PROFESSIONAL FORESTERS AND FOREST  
INDUSTRY REPRESENTATIVES PRESENT. JUAN ESTERA LIRA  
FROM CLARK'S MEXICAN AGENT, PRODUCTOS INDUSTRIALES  
METALICOS, SA., COMMENTED THAT THE SEMINAR WAS WELL  
ORGANIZED AND INFORMATIVE AND THAT THE EXHIBITION HAD  
GOOD IMPACT AND WAS VERY ADVANTAGEOUS FOR HIS COMPANY'S

SALES PROMOTION EFFORTS. (CLEARED FOR PUBLICATION).

B. CONSTRUCTORA DE EQUIPO SILVICOLA, S.A. (CESSA)

(1) OTM (2) \$2,000 (3) \$240,000 (4) 5

CESSA EXHIBITED THE EATON CORPORATION'S TIMBER JACK LOGGING TRACTORS AND SKIDDERS, HOMELITE'S CHAIN SAWS, AND HUSKY BRUTE LOADERS. CESSA, WHICH MANUFACTURES AS WELL AS DISTRIBUTES FORESTRY EQUIPMENT, SENT ITS PERSONNEL DOWN FROM DURANGO FOR THE EXHIBITION AND WAS THE ONLY FIRM TO ACHIEVE OFF-THE-FLOOR SALES -SEVERAL CHAIN SAWS-. J. MANUEL FAUSTO, PRODUCTION MANAGER, SAID THAT THE EXHIBITION RESULTED IN "A VERY GOOD MARKET PROJECTION" FOR HIS FIRM. (NOT CLEARED FOR PUBLICATION).

C. CORLEY MANUFACTURING COMPANY

(1) OTM (2) 0 (3) \$750,000 (4) 15

CORLEY EXHIBITED ITS LINES OF SAW MILL EQUIPMENT, INCLUDING ITS LINE BAR RESAW, AIR CARRIAGE, LOG TURNER, SCRAGG MILL, COMBINATION EDGER, DOUBLE ARBOR EDGER AS WELL AS ITS BASIC SAW MILL LAYOUT. ALL OF THE FOREGOING ACHIEVED GOOD INTEREST. E.J. STONE, EXPORT MANAGER, SAID HE ENJOYED THE EVENT (HE PRESENTED AN ILLUSTRATED TALK IN THE SEMINAR) AND FELT IT WAS MUCH MORE ADVANTAGEOUS THAT A STRAIGHT TRADE FAIR. HE THOUGHT, HOWEVER, THAT EMPHASIS IN THE SEMINAR SHOULD BE PLACED MORE ON VISUAL AIDS THAN VERBAL PRESENTATIONS. (CLEARED FOR PUBLICATION).

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AMCONSUL HERMOSILLO UNN  
AMCONSUL MAZATLAN UNN  
AMCONSUL MERIDA UNN  
AMCONSUL MONTERREY UNN

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D. PRECISION CHIPPER CORPORATION

(1) NTM (2) 0 (3) \$25,000 (4) 3

PRECISION CHIPPER'S LOG CHIPPING EQUIPMENT PROVED POPULAR WITH THOSE IN ATTENDANCE. ALTHOUGH STILL A LITTLE BEYOND THE MEXICAN MARKET IN SOPHISTICATION, MR. BOB SMITH, EXECUTIVE VICE PRESIDENT, HOPES TO BE ABLE TO INTRODUCE A FEW DEMONSTRATION UNITS INTO MEXICO'S FORESTS. MR. SMITH WAS PLEASED WITH THE SEMINAR AND THOUGHT IT "WELL PLANNED". HE HAD "HIGH HOPES FOR THE MEXICAN MARKET" FOUR OR FIVE YEARS THENCE. (CLEARED FOR PUBLICATION).

15. SUMMARY COMMENTS:

. THIS WAS AN EXPERIMENTAL EFFORT ON THE PART OF  
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THE EMBASSY AND TRADE CENTER TO TAKE ADVANTAGE OF A MARKET OPPORTUNITY IN AN EARLY STAGE OF DEVELOPMENT IN A MANNER WHICH WOULD PROVIDE MAXIMUM BENEFIT TO BOTH US FIRMS AND MEXICAN ENTITIES IN THE FORESTRY INDUSTRY. EMBASSY COMMODITY OFFICER SOUGHT AND RECEIVED FULL COOPERATION OF SOUTHERN FOREST PRODUCTS ASSOCIATION IN RECRUITING SPEAKERS FOR SEMINAR. SPEAKERS PAID OWN TRANSPORTATION AND MISCELLANEOUS EXPENSES. SEMINAR EXPENSES WERE COVERED BY TICKET SALES (AT 200 PESOS-US\$16-PER HEAD) AND BY CONTRIBUTIONS OF THE 10 EXHIBITORS.

B. SEMINAR ITSELF TOOK COMPREHENSIVE LOOK AT FOREST MANAGEMENT AND USES OF MODERN FORESTRY MACHINERY, INCLUDING ROAD CONSTRUCTION EQUIPMENT, CHAINSAWS, ARTICULATED TRACTORS, TRUCKS, CHIPPERS, SAW MILLS, CRANES, MILL SAWS AND TRUCKS, RESAWS AND EDGERS, LUMBER HANDLING MACHINERY, KILNS, CHEMICAL TREATMENT

PLANTS AND MOLDING PLANTS. AFTER KEYNOTE ADDRESS BY AMBASSADOR JOVA, ON THE FIRST DAY OF THE TWO AND HALF DAY EVENT, THE GOM UNDER SECRETARY FOR FORESTRY AND WILDLIFE, ING. JESUS VAZQUEZ SOTO TALKED ABOUT MEXICO'S FOREST POLICY. ING. VAZQUEZ WAS FOLLOWED BY JOHN R. MCGUIRE, CHIEF FORESTER OF THE UNITED STATES, THE DEAN OF THE SCHOOL OF FORESTRY SCIENCE OF THE UNIVERSITY OF WASHINGTON AND HIS COUNTERPART FROM THE MEXICAN UNIVERSITY OF CHAPINGO, THE PRESIDENT OF THE MEXICAN NATIONAL CHAMBER OF FOREST PRODUCTS INDUSTRIES AND H.C. 53799 3, A FOREST MANAGEMENT CONSULTANT. ON FOLLOWING DAYS 16 US. SUPPLIERS MADE TECHNICAL PRESENTATIONS.

C.REACTION FROM THE 250 SEMINAR PARTICIPANTS WAS VERY FAVORABLE, ATTESTED TO BY, AMONG OTHER INDICATORS, THE FACT THAT THERE WAS NO FALLOUT OF ATTENDEES BEFORE THE END. ALTHOUGH NO FORMAL SURVEY OF REACTIONS WAS UNDERTAKE, INTERVIEWS WITH SEVERAL PARTICIPANTS ELICITED THE RESPONSE THAT INFORMATION IMPARTED BY SPEAKERS WAS NEW TO THEM AND HAD CREATED INTEREST IN NEW MACHINERY AND TECHNIQUES.

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D. SEMINAR RECEIVED CONSIDERABLE PUBLICITY BOTH BEFORE, DURING AND AFTER THE EVENT, PRINCIPALLY FROM FOREST-RELATED ASSOCIATIONS AND PERIODICALS. BECAUSE OF THE PRESENCE OF HIGH OFFICIALS FROM BOTH THE MEXICAN AND US. GOVERNMENTS, A PRESS CONFERENCE WAS HELD WHICH RECEIVED COVERAGE IN FOUR DAILY NEWSPAPERS.

3. ACCOMPANYING EXHIBITION WHILE SMALL IN NUMBER OF EXHIBITORS WAS BIG IN OTHER WAYS. ON DISPLAY WERE 80 TONS OF SKIDDERS, BULLDOZERS, CRANES AND OTHER HEAVYWEIGHT WHEELED AND TRACKED EQUIPMENT. BECAUSE OF HEIGHT LIMITATIONS THE OUTDOOR FREIGHT MANEUVERING AREA WAS USED TO EXHIBIT MOST ITEMS AND THESE BEHEMOTHS, PARTICULARLY A CLARK SELF- PROPELLED HYDRAULIC CRANE WITH ITS 60 FOOT BOOM FULLY EXTENDED, NEARLY DWARFED THE TRADE CENTER. THIS MAY HAVE BEEN MOST VARIED EXHIBITION OF FORESTRY EQUIPMENT EVER ASSEMBLED IN ONE PLACE IN MEXICO AND VISUAL INTEREST WAS EXTRAORDINARILY HIGH. ALTHOUGH OFF-THE-FLOOR SALES WERE LOW, PROJECTIONS OF OVER TWO AND A HALF MILLION DOLLARS DEMONSTREATED THAT EXHIBITION AND SEMINAR WERE WELL TIMED FOR MARKET.

F. IN SUMMARY, THE FORESTRY SEMINAR WAS A MOST SUCCESSFUL SMALL, INNOVATIVE EVENT. IT ADDRESSED

DEFINITE NEED IN MEXICAN MARKET PLACE, HAVING BROUGHT TOGETHER BUYERS, SELLERS, TEACHERS, STUDENTS AND GOVERNMENT OFFICIALS OF BOTH NATIONS FOR AN EXCHANGE THAT WAS IMMEDIATELY USEFUL TO MANY AND BENEFICIAL IN THE LONG TERM FOR ALL. BOTH THE FORESTRY THEME AND THE SEMINAR/EXHIBITION PROMOTIONAL CONCEPT ARE WELL WORTH REPEATING. COMMERCE MAY WISH TO CONSIDER PROCUREMENT OF FULL EXHIBITION OF FORESTRY EQUIPMENT FOR FY 1978.

G. PHOTOGRAPHS, EMBASSY MARKET PRODUCT ANALYSIS AND OTHER MATERIALS FOLLOW BY POUCH TO USDOC.

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